

Setting the Stage: Quality of Place and the Economy



Michael LeVert
State Economist
State Planning Office
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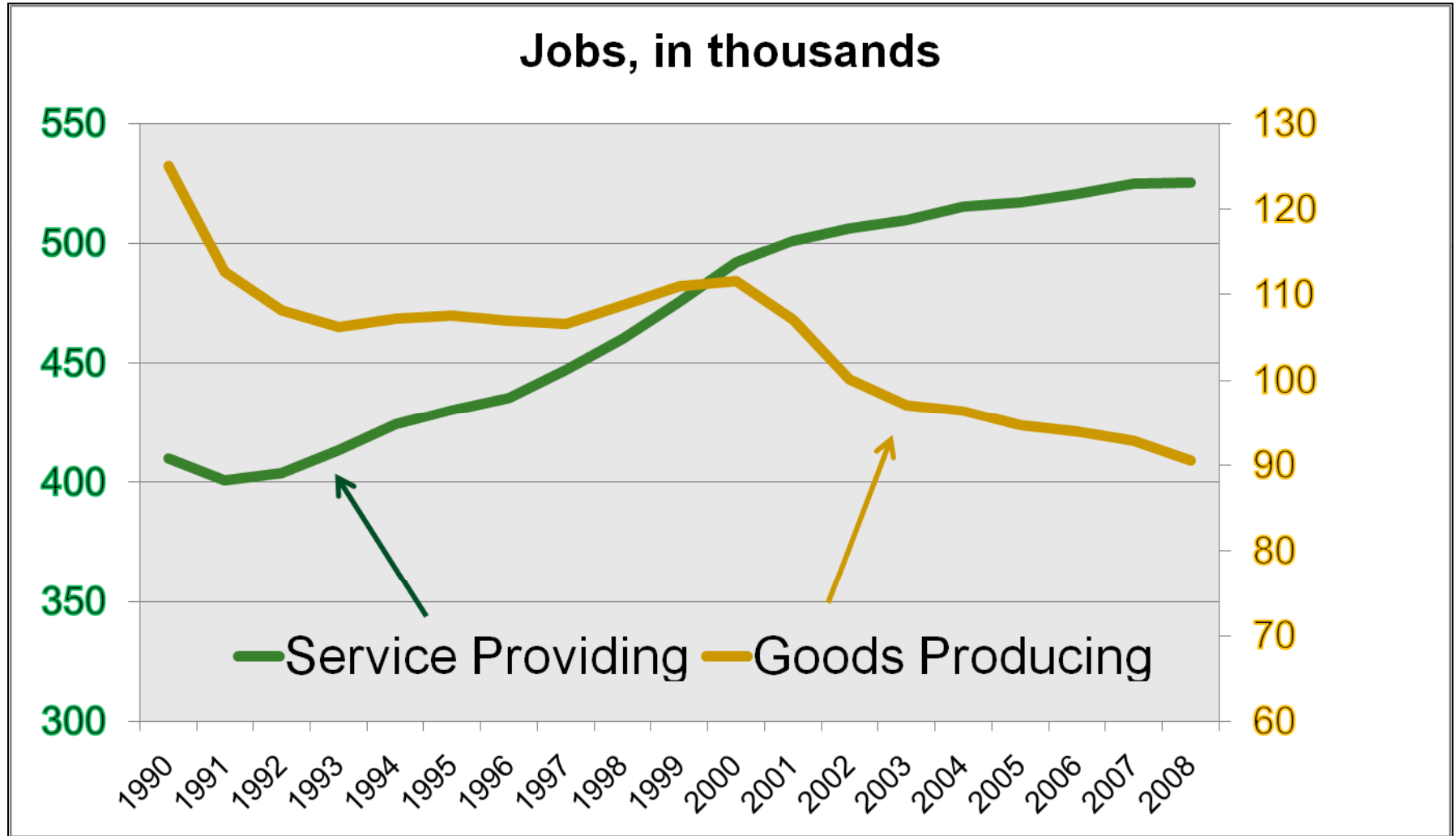
Three things to remember about Quality of Place

1. Quality of Place is about jobs
 2. Quality of Place is about attracting people
 3. Quality of Place needs a continuing commitment
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1. Quality of Place is about jobs

- Creating jobs from place-based assets
 - Growing our economy
 - Identifying, leveraging, and promoting what makes Maine unique and exceptional
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The world has changed, and quickly



But that's not the whole story....

- Successful companies are adding value to our natural resources in new ways

The logo for Sappi, featuring the word "sappi" in a bold, blue, lowercase sans-serif font.

OLD TOWN FUEL & FIBER

Costs are still important, but....

- Quality of Place is not a substitute for lowering costs and infrastructure improvements.
 - But we know that businesses are less bound by traditional factors
 - And we know that businesses are more tied to:
 - ❑ Technology and Innovation
 - ❑ New markets and Niche Products
 - ❑ Smart People
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And so, we need an organizing framework that recognizes that:

- Times have changed
- There will always be someplace cheaper
- The role of our natural resources is changing
- Human Capital is the key to economic growth

This is good news for Maine!

Economic development in Maine

- Pine Tree Zones
- ETIFs
- TIFs
- BETE
- BETR
- Historic Tax Credits
- Boatbuilder Tax Credits
- FAME
- MTI
- Small Enterprise Growth Fund
- Job Retraining Programs
- Jobs and Investment Tax Credits
- R&D Tax Credits
- Seed Capital Credits

Etc., etc., etc.

What are we trying to do?

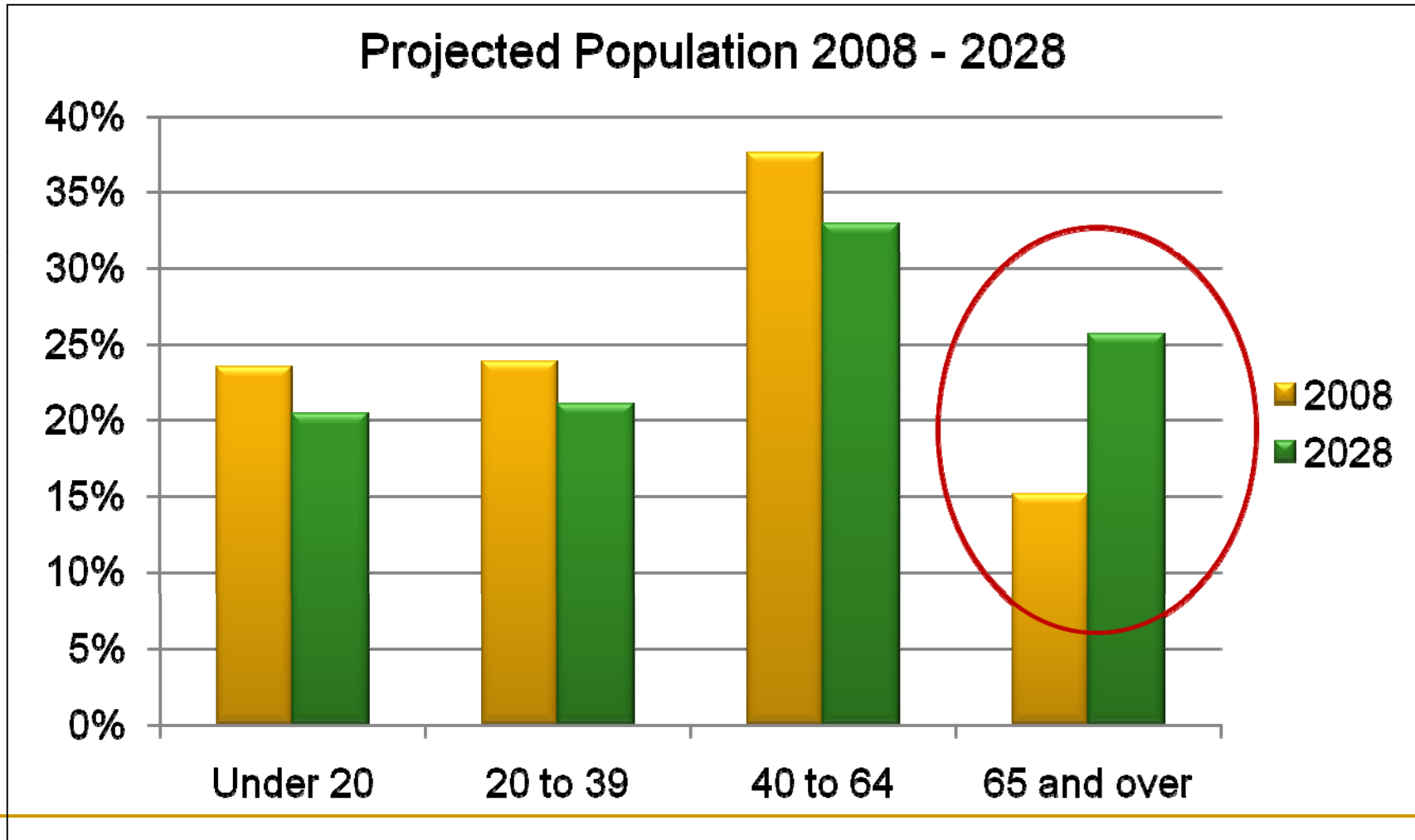
- The answer must be:
Attract and Keep People



2. Quality of Place is about attracting people

- Always where Maine has prospered, it's been dependent on an ability to attract people
 - Millinocket, 1900
 - Greater Portland, 2000's
 - Any serious economic development strategy must have a plan to attract people
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You cannot grow an economy with these demographics

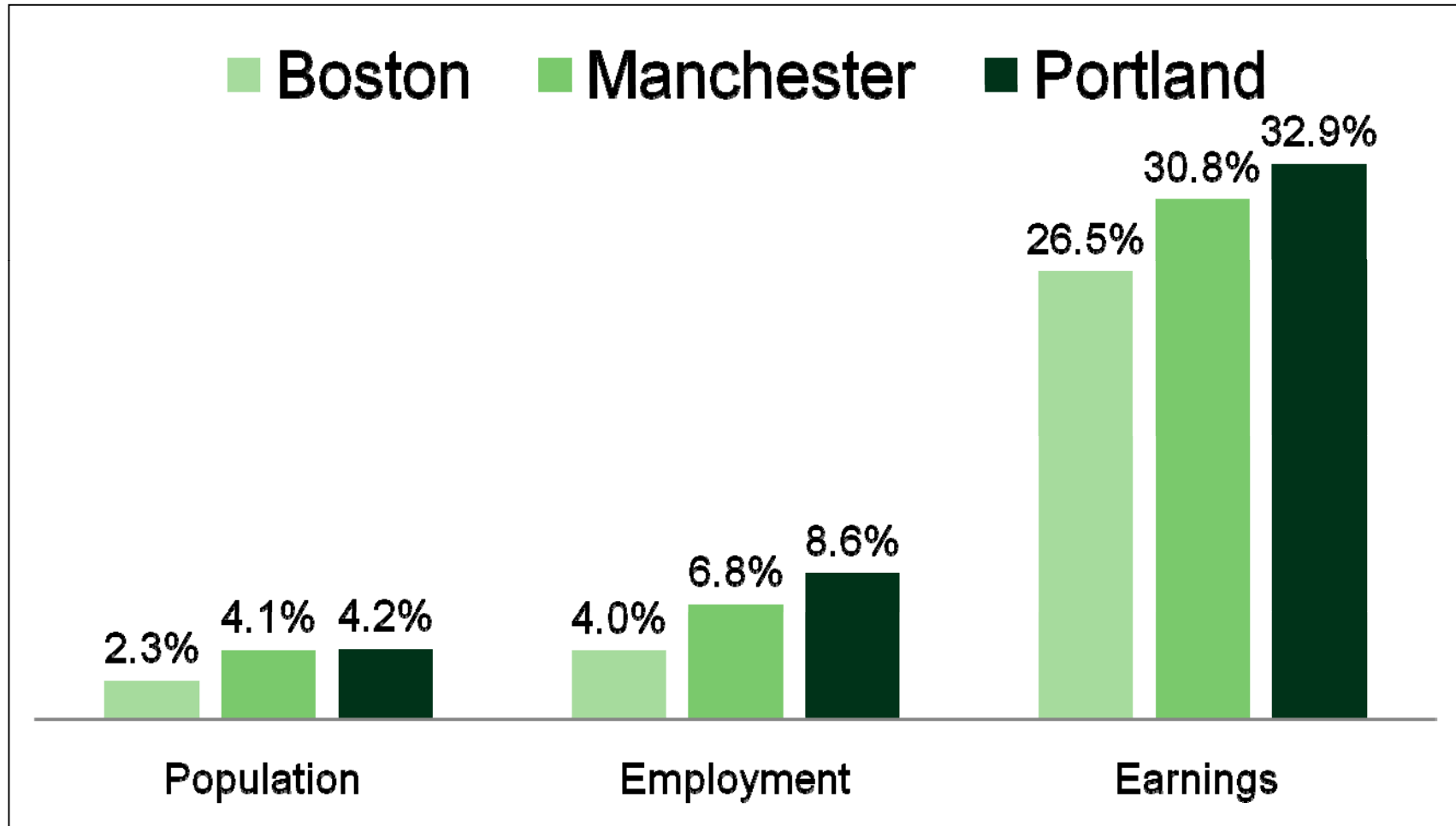


U.S. Census Bureau (Decennial Census; Population Estimates)

Research shows that:

- Skilled workers and young families *want* to live close to Quality of Place amenities
 - The knowledge economy, the tourism industry, the value-added manufacturing economy *all* depend heavily on Quality of Place for their human capital.
 - Places with favorable Quality of Place characteristics, even in rural areas, experience more economic and population growth.
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Population, Employment, Earnings Growth, 2001-2008



**Quality of Place is about attracting
people, ideas, investments,
entrepreneurship**



Health Dialog



We are being *willfully ignorant* if we think we can grow our economy and look the same way we do today

Race and ethnicity, 2008	Percent of Population
Born in U.S.	96%
English-only Homes	93%
Born in Maine	64%
White	95%

3. Quality of Place needs a continuing commitment

- This is not business as usual!
 - We have a lot of work to do to get this “on the ground”
 - LD 1389 creates the institutional framework to move Quality of Place forward
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LD 1389 *An Act to create regional quality of place investment strategies for high-value jobs, products, and services in Maine*

- Establishes Q of P Council to coordinate state and regional Q of P investment strategies
 - Defines those strategies as comprising:
 - *landscape protection, including working landscapes;*
 - *downtown revitalization and historic preservation;*
 - *support for the arts, culture, tourism, and outdoor recreation;*
 - *public access to lands and waters;*
 - *support for related workforce development*
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LD 1389

- Puts local people in charge of economic development, with regional and state assistance
 - *Empowers the EDDs to integrate Q of P investment strategies into their regional plans*
 - *Directs the Council to develop standards to help the EDDs*
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LD 1389

- Allows state funding agencies to coordinate their grant-making strategies, and to create preference points for Q of P investments
 - *Directs council to serve as interagency coordinator*
 - Directs the council to develop benchmarks and performance measures, and report back to legislature
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Three things to remember about Quality of Place

1. Quality of Place is about jobs
2. Quality of Place is about attracting people
3. Quality of Place needs a continuing commitment

Thank you!
